

ABSTRACT OF THE DISCLOSURE

A hot-melt ink for use with an ink jet printing apparatus is a liquid at about 100°C to about 130°C and solidifies to a two-phase solid having an elastic phase and a crystalline phase. The ink is formulated from a carrier, a first plasticizer, a linear block copolymer, a block copolymer plasticizer, a flow additive and a colorant. The block copolymer plasticizer, in combination with the linear block copolymer forms an elastic phase of the ink upon solidifying. The first plasticizer exhibits sufficiently low viscosity at elevated temperatures to permit ejection of the liquid ink from the printing apparatus. A method for producing indicia is also disclosed.